

PATENTS



UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 09/465,730

Examiner: Nguyen, Cuong H.

Filed: May 17, 2000

Art Unit: 3661

Inventor: Hunter, et al.

Atty Ref.: 0103637-0533877

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING
SYSTEM**

AMENDMENT AND RESPONSE

Mail Stop Petition
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 02/28/2005, please amend the above-referenced application as follows:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 8 of this paper.